

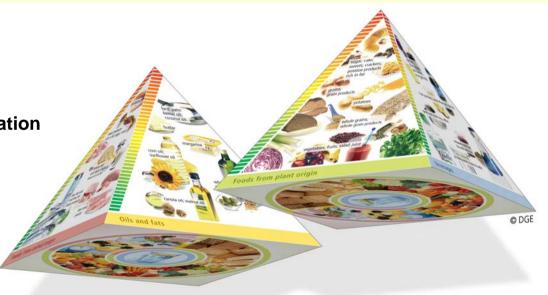
Promoting healthy diets and lifestyles in Germany

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New challenges for nutrition and food policy in Germany

- Epidemic prevalence and high incidence of overweight and obesity
 - Men with normal body weight are a minority from their 40s and women from their 50s in Germany and in large parts of Europe (with a high risk of developing type 2 diabetes mellitus, CHD, cancer, ...).
 - High health ensurance and medicare costs reducing national chances in the global economic competition.
 - Increasing problems in childhood and youth. (plus 1 % overweight every 3rd year!).
 - Cumulating problems in specific risk groups (people from lower social classes, immigrants, ...).



The main causes of obesity

- Imbalance of energy intake and energy needs.
- Reduced physical activities during work and leisure time.
- Bane of genes: During evolution gene selection was driven by the necessity to survive hunger, but not overfeeding. Therefore obesity is the <u>normal result</u> in times with food excess and lack of energy expenditure, if we do nothing against it.
- Todays food with high energy density and a reduced potential for a satisfying satiety --> low gastric extension.
- Everywhere availability of delicious foods.
- Health and nutrition illiteracy: Low knowledge about food and a decreased competence to prepare dishes from basic foods and to transfer nutritional guidelines in practice.
- Aggressive marketing and advertising of foods in media.



A new hypothesis is coming up:

The strategy of inconsistency

- Today nutrition and health guidelines are more and more evidence based.
- Therefore the well-known argument of the opponents of nutritional guidelines (,your recommendation is not science based') looses its supposed effect on consumer decisions.
- It has been argued, that powerful players not only in the food market meanwhile have developed a new strategy: the strategy of inconsistency.
- Apparent inconsistency or contraryness strongly prevents consumers from changing their unfavorable eating habits.
- Contrary informations all over the world have the potential to be placed an page #1 of newspapers and magazines.



Programs and campaigns in Germany Initiated by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)

Goal # 1: Clarify the causes of obesity

Identifying of those factors, which are significantly involved in the genesis of overweight and obesity in children and youth.

The measures:

- Conducting a new National Nutrition Survey (nNVS) (random sample of 20000 person, 14-80 yrs.; basis of a future nutrition monitoring)
- The child and youth health and nutrition survey (KIGGS) (random sample of 20000 person, 5-18 yrs., health and nutrition data)



Programs and campaigns in Germany Initiated by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)

Goal # 2: Nationwide action

General acceptation, that overweight is a relevant and significant social health problem which affects the society as a whole. Increasing the overall problem awareness in our population.

The measures:

■ Foundation of a new Platform "Food and Exercise" (PEB):

Aims:

- to prevent of obesity among children and youth,
- to establish a network of all relevant actors,
- to co-ordinate the required measures to achieve significant prevention of overweight and obesity.



Platform "Food and Exercise" Founding members:

- The German Government, represented by the Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL).
- The food industry, represented by the German Federation of Food Law and Food Science (BLL).
- The Central Marketing Society of the Agricultural Marketing Board (CMA).
- Medicare and health insurance companies.
- Federal Parents Council (BER).
- German Society for Pediatrics (DGKJ).
- Labor union for food and restaurants (NGG).
- The Germany Sports Association (DSB).





Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.



Goal # 3: Impart knowledge

Increasing the knowledge about healthy diets and properly food preparation.

Special offers for different target groups:

- Parents and families
- Kindergarten
- Teachers and schools





Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.

Measures for parents and families

"SLIM KIDS - on tour"

- Action 1: Musical for children, adressing overweight
- Action 2: children's day-care center: "FIT KID: healthy eating action"
- Action 3: schools: "School + Food = Grade A"
 >> increasing meal quality at school
- Action 4: "The do-it-yourself bar tour": MACH-BAR-Tour
 >> preparing non-alcoholic "trendy drinks for kids"

Touring exhibition on food and consumption: "Look what you are buying"

Concerted action with public libraries: books and media collections about SLIM KIDS – BETTER DIET. MORE EXERCISE

Restaurant-action "healthy meals for kids"





Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE. 2003-2006.

Measures for the kindergarten and children's day-care center

- FIT KID: "The healthy eating action for children's daycare centers"
 - >> nationwide advisory service
 - >> education program for educational staff and multipliers
 - >> taste and smell tests
 - >> parents meetings including nutrition education
- Internet-based informations





Nationwide campaign: SLIM KIDS – BETTER DIET. MORE EXERCISE, 2003-2006.

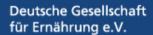
Measures for schools:

- Establishing an advisory service for all-day-schools to increase quality of school meals.
- Touring exhibition on non-alcoholic trendy beverages.
- Touring exhibition "Enjoy the pleasure of a wholesome diet".
- **REVIS Study** (University of Paderborn)
 - >> reform and innovation of nutrition and consumer education in schools,
 - >> develope new educational goals taking into account the actual nutritional problems,
 - >> define competencies to achieve in the field of nutrition and consumption,
 - >> develope a new curriculum and standards which can be used in all types of German schools,
 - >> develope an educational portfolio for teachers, ...



"Better diet - more exercise. The competition"

- The BMVEL spends 15 Mio. €(~18 Mio. \$) for the foundation of sustainable local and regional networks to prevent overweight and obesity (,Connecting').
 - 1. a nation-wide competition was announced
 - 2. ~450 groups wrote proposals
 - 3. evaluation of the proposed projects is in progress
 - 4. the best 25-30 networks will be funded for 3 years
 - 5. start of funding: 2006





Action of the German Society of Nutrition:

Daily References Intakes and 10 rules for a healthy diet and its graphical transformations.



Vollwertig essen und trinken nach den 10 Regeln der DGE



2. Reichlich Getreidepesdukte – und Kartoffeln Brot, Nudeln, Res, Getreideflocken, am besten aus Volkons, sowie Kartoffe

am besten aus Vollkom, sowie Kantofieltenthalten Kaum Fert, aber i sichlich Villamane, Mineralitofie, Spuneraliemente sowie Ballestoffe und sekundizer Pflonpiestoffe, Verzehren Sie diese Lebensmittel mit möglichst fettarmen Zutaten.

© 3, Gemise und Obst-Nimm, 5° am Tax

Gesselber Sie 5 Portionen Gemiste und Diest am Sie, neiglicht freuch, und krizgegent, oder aucht eine Portion als Saft – schaptenneise zu jeder Heugerheitzeit und auch als Zweichennahöger. Diemt werden Sie reichten im Variamiere, Meenahooffen Sowie Balleststoffen und seit undahen Planzansstoffen o. B. Centroloden, Risponoiden) sernorgt. Das Beste, was Sie für Per Gewordent zur künnen.

4. Täglich Milch und Milchprodukt ein- bis zweimal in der Woche Fisch; Fleisch, Wurstwaren sowie Eier in Ma Diese Lebensmittel enthalten wersolle

Interch, Warshbalen sowe ber in Mac Direc Lebensmittel enthalten werholde Minnstoffe, wie z.B. Calcium in Mich, job Sehen und Greege-Ja-Rethalten in Seiefach, "Resch in temper der hoher Berlage Hann, "Resch in temper der hoher Berlage war 300 – 600 g Reisch und Warst ger Woche seichen herbit aus. Berortogen Sei festame Produkte, vor allem bei Feincharzeigneime und Michgrodukten.

5. Wenig Fett und fett Lebensmittel

Fett liefert lebensnotwendige (extendielle) Fettskuren und fetthaltige Lebensmittel enthalten auch fettischche Vitzmine. Fett. ist bekonders einergereich, delner kann zu viel führungsfatt übergeacht fündern, möglicherweise auch Kreibt. Zu viele gesättigte Fettsäuren fördern langfrictig

die Erntalbung von Harz Kneelauf Koselaheiten, Bevorziegen Se pflandfiche Olis und Fertie (z. B. Rags. und Sojacil und datasst heigestelle Steuchfelde), Achten Sie auf unschüben Fick, das in Beischerzeognissen, Mitchprodukten, Gebäck und Sollwaren zwale in Fast-Ford. und Fertigprodukten meist enthullan ist, Insgesand 70, 90 Genem Pett from Das verlen aus.

6. Zucker und Salz in Maßen Verzehren Sie Zucker und Lebensmittel, bzw. Gettliche, die mit verschiedenen Zuckerzeten (z. B. Glacoseischeip bergestellt wurden, nur gelegenflich. Würzen Sie kreate mit Kräutern und Gewörzen und weier Salfr Neuersname Sie Vorlande.

7. Reichlich Hassigkeit, soer ist absolut lebensnotwend

Printien Sie zund 1,5 Liter Hüssigkeit jeden lag, Bevorzugen Sie Wasser – ohne oder mit Kohlenskure – und andere kalorienarme Getränke. Alkoholische Getränke obliten nur gelegenflich und nur in kleinen Mengen konsument werden.

8. Schmackhaft und schonend

Garen Sie die jeveiligen Speisen bei mög licht dieddigen Bemperaturen, soweit eigelit kust, mit wenig Wisser und isenig fett – das erhält den natörlichen. Geschmack, schort die Bährstoffe und serhindert die Bildung schädlicher Verbindungen.

© 9. Nehmen Sie sich Zeit genießen Sie Ihr Essen

Bewusstes Essen hilft, richtig zu eisen. Auch des Auge isst mit. Lassen Sie sich Zielt beim Essen. Das macht Spall, regt an vielbeitig zuzugneffen und ford das Sättigungsempfinden.

und bleiben Sie in Bewegung

and seasons are in environment.
Ausgewogene Emilhrung, viel körperich
Bewegung und Sport (30 bis 60 Minuten
pro Tagi gehören zusammen. Mit dem
richtigen Kopergeworks fühlen Sie sich
wohl und fordem ihre Gesundheit.



tsche Gesellschaft Ernährung e.V. ww.dge.de

gesund, fördert Leistung und Wöhlbefinden. Die Deutsche Gesellschaft für Ernährung hat auf der Basis aktueller wissenschaftlicher Erkenntnisse 10 Regeln formuliert, die ihnen heifen, geeurssvoll und ossend erhaltund





















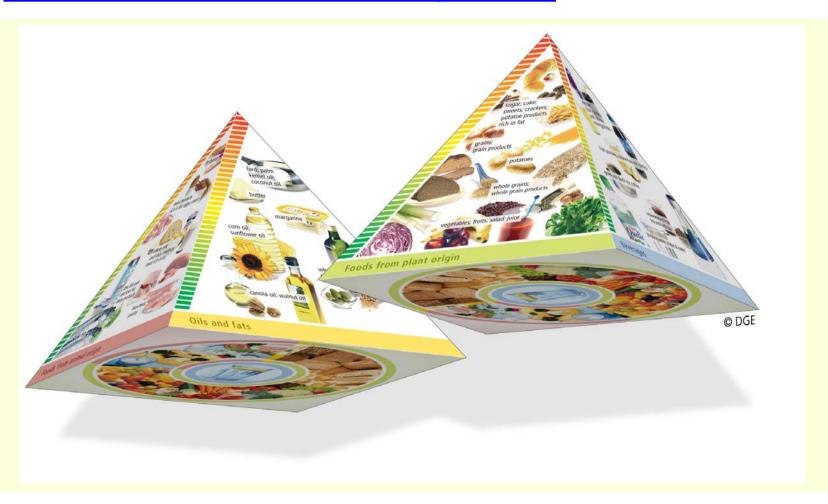
Developing a new food pyramid: an interdisciplinary process

- Under the management of the German Society of Nutrition (DGE) interdisciplinary working groups were established and several workshops were conducted with experts from different fields:
 - Nutritional science
 - Clinical medicine
 - Food science
 - Information management
 - Media production
 - Nutritional consulting
 - Nutrition politics



The result:

A 3-Dimensional Food Pyramid







The basis of the pyramid and the compass: <u>DGE-Nutrition Circle</u>

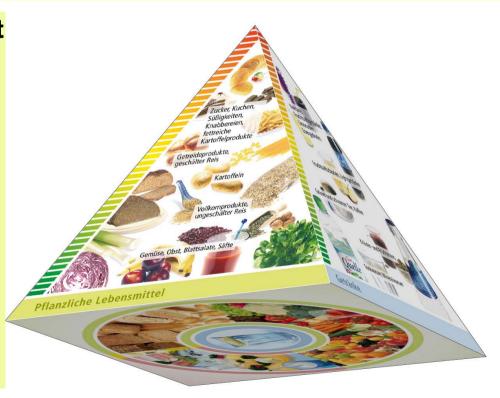
- Quantitative measures for food groups (calculated from the German DRIs):
 - foods from plant origin
 - foods from animal origin
 - oils and fats
 - beverages





The 4 sites of the 3-D-Food Pyramid

- Qualitative informations about the food groups (,nutrition profiling')
- With consideration of usual eating habits



Foods from predominant plant origin

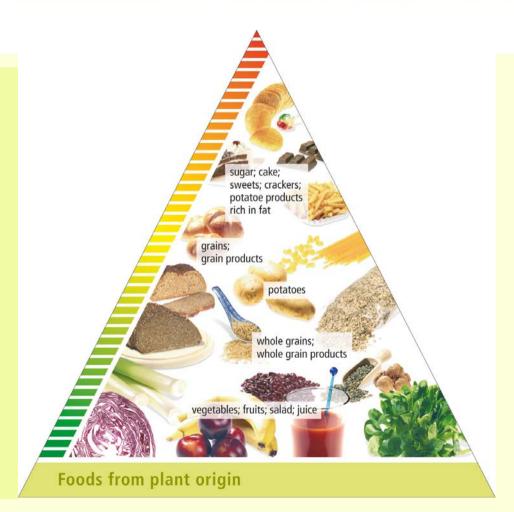
Criteria for the review:

Nutritional physiological aspects

- Energy density
- Nutrient density (vitamins, minerals, dietary fibers)
- secundary plant substances

Preventive Aspects

Risk reduction of cancer and coronary heart disease







Foods from predominant animal origin

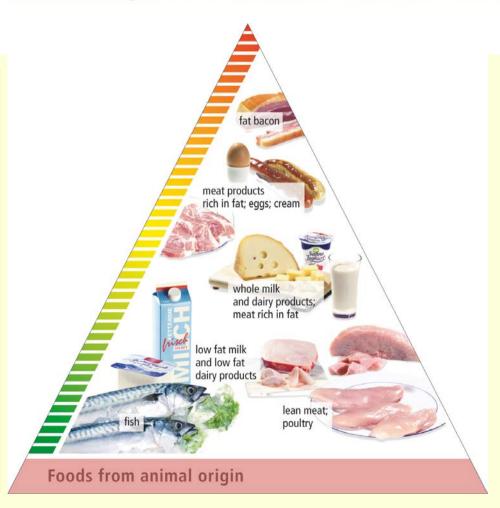
Criteria for the review:

Nutritional physiological aspects

- Energy density
- Nutrient density (B-vitamins, vitamin D, calcium, iron)
- Fat quality (saturated fatty acids, ω-3-fatty acids)

Preventive Aspects

Risk reduction of cancer and coronary heart disease



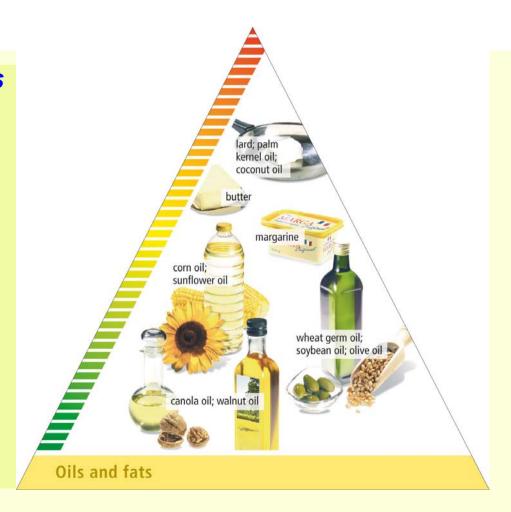


Oils and fats

Criteria for the review:

Nutritional physiological aspects

- Fats:
- Fat composition (ω3-, ω6-, ω9fatty acids, saturated fatty acids, ratio of ω6:ω3 fatty acids, transfatty acids)
- Vitamin E
- undesirable substances (e.g., cholesterol)
- Oils:
- ratio of ω6:ω3 fatty acids



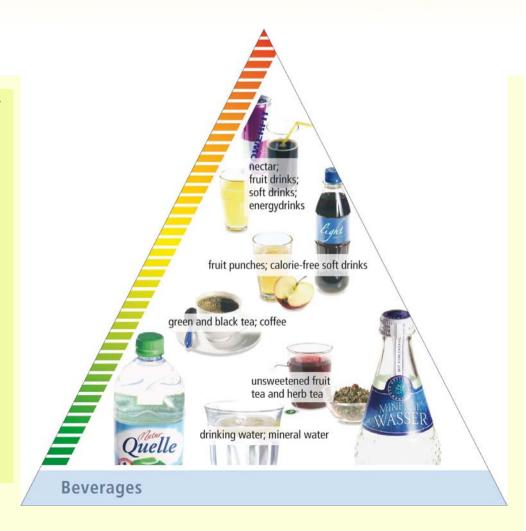


Beverages

Criteria for the review:

Nutritional physiological aspects

- energy content (low: <7%, high: >7% carbohydrates)
- essential nutrients
- secundary plant substances
- stimulating substances
- sweetings



The 3-D-Food Pyramid

Target groups:

- Multiplier
- **Education**
- (young) consumer with interest in multimedia

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Thank you!

